

**SYSTEM AND METHOD OF AGGREGATING DATA  
FROM A PLURALITY OF DATA GENERATING MACHINES**

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**ABSTRACT OF THE DISCLOSURE**

A system and method for collecting and aggregating data from a plurality of data generating machines. The system includes a plurality of data generating machines each having a transceiver for transmitting data pertaining to a monitored sales event of each of the plurality of data generating machines via at least one of a terrestrial, Internet, satellite, and landline network. At least one first computer receives and cumulatively stores the data transmitted by each of the plurality of data generating machines. At least one second computer is operatively communicable with the at least one first computer and runs at least one application software program that analyzes the data to determine consumer buying habits and/or preferences. Advertising data can be transmitted that provides message content at least partially determined by an analysis of the data.